



USAID | HONDURAS

FROM THE AMERICAN PEOPLE

Cover Page USPSC Solicitation – Resident-Hire

SOLICITATION NUMBER: SOL-522-16-000001

ISSUANCE DATE: October 26, 2015

CLOSING DATE/TIME: November 9, 2015/17:00 local time, Tegucigalpa, Honduras

SUBJECT: Solicitation for a resident-hire U.S. Personal Service Contractor (PSC) - Communications Specialist

Dear Prospective Applicants:

The United States Government, represented by the U.S. Agency for International Development (USAID) in Honduras, is seeking applications from qualified persons to provide personal services under contract as described in this solicitation.

Application must be in accordance with Sections I through IV of this solicitation. Incomplete or unsigned applications will not be considered. Applicants should retain copies of all application materials for their records.

This solicitation in no way obligates USAID/Honduras to award a PSC contract, nor does it commit USAID/Honduras to pay any cost incurred in the preparation and submission of the application.

Any questions must be directed in writing to the Point of Contact specified in the attached information.

Sincerely,

Michael Teske
Contracting Officer

I. GENERAL INFORMATION

1. SOLICITATION NO.: SOL-522-16-000001
2. ISSUANCE DATE: October 26, 2015
3. CLOSING DATE/TIME FOR RECEIPT OF APPLICATIONS:
November 6, 2015/17:00 (local time) Tegucigalpa, Honduras
4. POSITION TITLE: Communications Specialist
5. MARKET VALUE: \$46,691.00 - \$55,116 equivalent to GS-10
Final compensation will be negotiated within the listed market value.
6. PERIOD OF PERFORMANCE: One (1) year with the option to extend four (4) years
7. PLACE OF PERFORMANCE: Tegucigalpa, Honduras
8. SECURITY LEVEL REQUIRED: Facility Access
9. STATEMENT OF DUTIES:

Basic Function of the Position:

USAID/Honduras requires the services of a **U.S. Citizen or U.S. Resident** to perform the functions of a Communications Specialist that will support the Communications Team in developing outreach material that will inform Washington and Honduras's audiences and increases their understanding of USAID's work in Honduras.

The incumbent will be responsible for supporting the Communications Team in the implementation of USAID/Honduras' Communications Strategy by developing communications and outreach products about USAID/Honduras' development impact for key Washington audiences; for developing social media material to increase awareness about the impact of USAID/Honduras' programs among key audiences; for maintaining the Mission's website; for working with the Communications Team on VIP visits; and for gathering data for the Communications Strategy.

The position is located in the Program Office (PO) at USAID/Honduras and directly reports to the USAID Development Program Specialist (Senior Communications Writer).

Major Duties and Responsibilities:

The incumbent supports the Communications Team in the implementation of USAID/Honduras' communication strategy by:

- 1) Developing communications and outreach products about USAID/Honduras' development impact for key USAID/Washington audiences;
- 2) Developing social media material to increase awareness about the impact of USAID/Honduras' programs among key audiences;
- 3) Maintaining the Mission's website;
- 4) Working with the Communications Team on VIP visits; and

6) Gathering data for the Communications Strategy.

45% Developing Outreach Products:

The incumbent will support the Communications Team in developing and implementing communications products such as success stories, case studies, lessons learned, blogs etc. to maximize public awareness and positive public perception of USAID programs. These products will be particularly focused on enhancing key U.S.-based audience's knowledge of USAID's work, but will also benefit our work to ensure Honduran audiences understand the benefits of USAID's presence in country.

The incumbent will develop thematic information packages that will explain the work and impact of USAID programs for non-technical audiences. The incumbent will be responsible for acquiring and maintaining a comprehensive knowledge of USAID's strategy and programs, and using that knowledge to develop communications and outreach materials to implement the Communications Strategy.

The incumbent will collect, investigate, and manage outreach information products associated with the USAID foreign assistance program in Honduras. The incumbent will ensure that these products are clear, accurate, concise, interesting, and appropriate for the intended audience and consistent with USAID objectives and U.S. foreign policy priorities.

The incumbent will work with the Communications Team to ensure that existing communications material such as program descriptions, fact sheets, situational data, and other public information is frequently updated. The incumbent will ensure that data is presented in a format suitable to USAID/Washington communication needs. The incumbent will also ensure that information is stored in a format that allows other's easy access to the information.

20% Implementing Social Media Campaigns:

The incumbent will support the Communications Team in implementing social media campaigns through venues such as Facebook, twitter feeds, blogs, YouTube videos, etc. to increase USAID/Honduras' fan base and reach non-technical audiences both in Honduras and the U.S.

The incumbent will work with the Communications Team, Agreement Officer Representative/Contract Officer Representatives (AOR/CORs), and implementing partners to collect, investigate, publish, and update information about USAID's programs, outreach events, and cross-cutting themes deemed important by the USG, in line with the communications strategy. The incumbent will ensure that products are clear, accurate, appropriate, and quickly uploaded to ensure information timeliness and reflect USAID's objectives and U.S. foreign policy priorities.

10% Updating the USAID Website:

The incumbent will be responsible for the daily maintenance of the USAID/Honduras pages of the Website and will be responsible for creating fresh content to maintain the public's interest and use of the Website.

10% Working on VIP Visits:

The incumbent will prepare and/or edit formal briefing information for visiting VIPs, counterparts, donors, Embassy staff, etc. to be presented by the Mission Director, Deputy Director, PO Director, and/or other members of the USAID Senior Staff. The incumbent will need to work closely with the Communications Teams and COR/AORs to develop appropriate materials and will be expected to brief others on the content of the materials. He/she will also support logistics and coordination for VIP events as necessary.

10% Gathering Data for the Communication Strategy:

The incumbent will work with the Communications Team to update the Communication's Strategy

Monitoring & Evaluation (M&E) plan and develop tools to track USAID/Honduras' coverage in local and international (press, radio, TV) media and through social media. This data collection and information management will include analysis of what is getting covered in order to identify gaps in coverage. The incumbent will work with the Communications Team to develop or adapt strategies to increase outreach in target audiences.

10. PHYSICAL DEMANDS: The work requested does not involve undue physical demands.

11. POINT OF CONTACT: Sandra Aguilera, HR Specialist, e-mail at saguilera@usaid.gov

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

EDUCATION: University degree in journalism, communications, international relations, political science, marketing, or related field is required. An advanced degree is preferred.

EXPERIENCE: At least three (3) years of professional experience in progressively responsible work in journalism, writing profession, mass communication, or related area is required. At least one year of experience in social media production, audio/video production, media relations, and social media management, or press issues is highly preferred. Experience in coordination of events activities requiring the cooperation of non-subordinates is desired.

LANGUAGE PROFICIENCY: Fluent written and spoken English and Spanish are required. Must be able to translate from Spanish to English and to a lesser degree from English to Spanish.

KNOWLEDGE: Required knowledge of how to communicate clearly and accurately with a wide range of audiences, especially in Honduras and in the United States. Broad knowledge on the Honduran local/national culture, socio-economic, and political context is preferred. Since the incumbent will develop communication products for all programs, knowledge needs to be in a broad range of areas. Also, the incumbent needs to be knowledgeable about the historical context of and updated on current events affecting the organization. Strong professional knowledge of mass-media communication practices is preferred including audience and media selection, message design and testing, campaign design and production, social media development, media relations, and basic evaluation of attitudinal change skills. The incumbent needs advanced knowledge of Microsoft Office, social media platforms, and mid-level audio and video editing skills.

SKILLS AND ABILITIES: Candidate must possess sound and independent judgment with the skills to develop and effectively work in a fast paced environment. Ability to be flexible and work in a time sensitive environment is required. Excellent oral and written communication, team work, and interpersonal skills, plus the ability to manage several tasks at once under high pressure is required. Ability to maintain cordial and professional relationships with USAID staff, beneficiaries, and implementing partners is also required. A high degree of professionalism, discretion, and sound judgment when working with VIP visits, counterparts, and donors are essential elements of the position. Must have proficiency in Microsoft Office, especially in Word, PowerPoint and Excel, CSM or similar Website Content Manager programs.

III. EVALUATION AND SELECTION FACTORS

Applicants meeting the required qualifications for the position will be evaluated based on information presented in the application and obtained through administered language tests and/or reference checks. USAID/Honduras reserves the right to conduct interviews with the most highly ranked applicants and make the interview a deciding factor in selection.

IV. APPLYING

1. Qualified applicants are requested to submit Application Form AID 302-3 “**Offeror Information for Personal Services Contracts**”, which may be found at:

- The USAID Internal website: [Form AID 302-3](#)
- The USAID Public website:
[https://www.usaid.gov/sites/default/files/documents/1860/AID%20302-3%20Form%20\(1\).pdf](https://www.usaid.gov/sites/default/files/documents/1860/AID%20302-3%20Form%20(1).pdf)

2. Applications must be received by the closing date and time specified in Section I, item 3, and submitted to:

- by mail to: USAID/Honduras EXO/PER, P.O. Box 3453;
- by e-mail to: tegucigalpahr@usaid.gov; or
- by fax to: 2236-7776.

3. To ensure consideration of applications for the intended position, Applicants must prominently reference the Solicitation number and Position Title in the application submission.

V. BENEFITS

As a matter of policy, and as appropriate, a resident-hire PSC is normally authorized the following benefits and allowances:

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Pay Comparability Adjustment
- (d) Annual Increase (pending a satisfactory performance evaluation)
- (e) Eligibility for Worker's Compensation
- (f) Annual and Sick Leave

VI. TAXES

USPSCs are required to pay Federal Income Taxes, FICA, Medicare and applicable State Income taxes.

VII. SECURITY AND MEDICAL CLEARANCE

Once selected, the contractor will be required to complete a full physical examination (including relevant immunizations) from her/his own physician stating that the applicant is able to engage in the type of activities required for the position and that s/he is also physically fit and able to reside in the Cooperating Country. Also, USAID/Honduras must initiate a temporary security clearance prior to the Contractor's Enter On Duty (EOD) date. Until a final adjudication of a security clearance is received, the contractor shall:

- have no access to classified or administratively controlled materials,
- travel to post by himself/herself only, and
- be authorized no entitlements other than those normally authorized for short-term (less than a year) employees at post.

If USAID/Honduras fails to obtain a security clearance, the contract will be immediately terminated.

VIII. LIST OF REQUIRED FORMS FOR USPSCs

1. Application Form AID 302-3 "**Offeror Information for Personal Services Contracts**".
Applicants shall sign the application form. Unsigned AID 302-3 forms shall not be accepted and therefore applicants shall not be considered for the advertised position.
2. Contractor Employee Biographical Data Sheet (AID 1420-17)**
3. Questionnaire for National Security Positions (SF-86)** , or
4. Questionnaire for Non-Sensitive Positions (SF-85)**
5. Finger Print Card (FD-258) (available from the requirement office)**

Note:

** Forms 2 through 5 shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the position.